



June 2, 2020

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Ms. Leila Lee
Office of Mayor Eric Garcetti
200 N. Spring Street
Los Angeles, Ca 90012

Re: Melrose BID Damages / Economic Recovery Needs

Dear Ms. Lee:

As we discussed during our telephone call this morning, your call was the best communication we've had in weeks! Thank you for calling. Please extend our appreciation to Mayor Garcetti for his leadership.

What a stretch of bad news for small business in the City of Los Angeles and especially on Melrose Avenue between Fairfax and Highland, the Melrose Business Improvement District. First the COVID-19 shut down with its devastating economic impacts, then the senseless vandalism and property and business destruction we experienced over the weekend on the eve of businesses reopening.

On Saturday, May 30, 2020 sixty-six (66) businesses were damaged in the District out of an estimated total of 305 businesses. At least four (4) buildings appear to have been total fire losses based on our preliminary information. As a result of the damages already experienced and threats of additional personal and property danger, only four (4) businesses are currently open. (Those are Subway, 7/11, Sal's Restaurant, and California Chicken Café.) Attached is a spreadsheet reflecting this information, as you requested.

Our Melrose BID sponsored a Zoom webinar with zoning and building permit experts for over thirty (30) of our stakeholders yesterday to discuss the City Council's recent actions to extend CUPs, defer any new parking requirements resulting from changes of use, and defer any lease or valet parking requirements, as well as pending actions. Council Member Blumenfield's Legislative Director Jeff Jacobberger joined us on that call. We appreciate

these important and meaningful steps. We also understand that the proposed Restaurant Beverage Program is moving forward on a separate track with a public hearing scheduled for June 11. We support that Program as well. If the Mayor's Office could direct a copy of this letter to the appropriate City officials, that would be very helpful.

We have been informed of the Mayor's "LA Al Fresco Program." That effort sounds meaningful and the Melrose BID supports it. Council Member Bonin's Deputy District Director Matthew Tecle joined us on this morning's Zoom conference to explain additional outdoor dining proposals for the public right of way.

The Melrose BID has been engaged in business revitalization issues for a number of years. Consequently, when you asked: "How can the Mayor's Office of Economic Development help Melrose business most at this time," we had a wealth of resource material / experiences to reference. Following is our list of actions that we request of your office, most of which are not City General Fund costs:

1. Change of Use Parking Relief – COVID19 and the civil unrest damage requires certainty for both tenants and property owners. The City Council suspension of additional code-required parking on changes of use for 12 months helps in the short term, but not the long term. The Community Plan Update and ReCode LA will not happen soon enough to save Melrose. We are initiating a request for a parking district that establishes the same parking relief as those provided in State Enterprise Zones and for the same reason that Enterprise Zones were created. We need the Mayor's Office to support this endeavor.
2. C4 Zone Use Relief - The Melrose BID has been working with Council Member Koretz's Office and staff at the Planning Department preparing the Hollywood Community Plan Update to include language rolling back zoning from C4 to C2 along Melrose. However, the Community Plan update will not happen soon enough for the new vacancies created by both COVID19 and the vandalism. We are request an emergency declaration that allows the following C2 uses to be permitted by right in the C4 Zone in our district – all of them consistent with the existing unique mixture of small business tenant historic uses along Melrose Avenue:

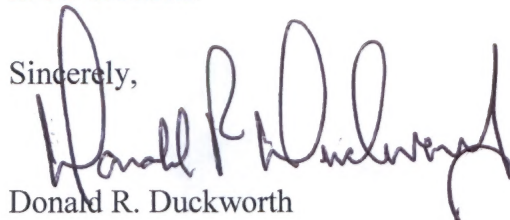
- Tattoo Studios

- Secondhand Stores (such as our vintage clothing stores)
 - Health Clubs and Gymnasiums (including karate, boxing and circuit training exercise facilities)
3. Support Re-Opening of The Melrose Trading Post – Thank you for allowing swap meets to reopen. The Melrose Trading Post has been diligently developing a responsible and safe COVID19 reopening plan so they can get the vendor operators back in business and back to earning millions in fundraising dollars to support LAUSD while providing a healthy, outdoor, family activity for Angelenos. Can the Mayor's Office lend support to this action with LAUSD Board Member Melvoin (who is supportive) and the Superintendent's Office (who is struggling with competing priorities)? This is an important first step in reactivating Melrose.
 4. Parking lease with Melrose Elementary School - Melrose BID has been working with the support of the Principal of Melrose Elementary School and its parents' organization to re-institute a parking lease on the school site at a sustainable market rate. This lease would provide parking on the school site, which has been done before, which is vitally needed by adjacent businesses. It also provides relief to the adjacent residential streets from customer and employee parking in front of homes. As important as this lease is to local business, and despite LAUSD Board Member Melvoin's support, it has not been competitive with competing priorities in the Superintendent's Office. Can the Mayor's Office help advance this item to completion?
 5. Signalizing Crosswalks - The Melrose BID, working with its property owners, stakeholders, Council Member Koretz's Office, and LADOT has obtained approved TCR's to add two (2) signalized crosswalks on Melrose; at Orange Avenue and at Stanley Avenue. These crosswalks will materially aid pedestrian safety on Melrose, a priority of the Mayor's Vision Zero Program. They will also materially aid business by facilitating pedestrian travel. The Council Office has supported the funding of these signals but has cautioned of budget scarcities in the coming year. These signals can be funded by non-General Fund monies, perhaps even Federal or State monies. We request that the Mayor's Office fund both in the coming year for immediate construction.

6. Funding for Security Lighting - The Melrose BID was successful in being awarded a \$4 Million MTA Call for Projects Grant. We are working with Mr. Alexander Caiozzo from Streets LA to prepare implementation / construction plans / documents. The original grant application did not include sufficient funding for sidewalk pedestrian lighting and alley lighting. The Melrose BID can fund the energy costs of this lighting through its property assessments. We request the Mayor's Office to assist in either amending the existing grant to include sufficient additional lighting funding or to support the funding of a new, additional grant for this purpose.
7. The Melrose BID has asked its stakeholders to help identify "pinch points" in their recovery. We will bring any new requests to your office as soon as we identify them.

We are very grateful for the leadership of Mayor Garcetti and his entire team. We can provide additional details on each of these items should the Mayor's Office be willing to schedule a working meeting. We appreciate that the Mayor is looking for specific actions that will make a critical difference in the recovery of Melrose after the COVID19 and recent vandalism damage. We can assure you, time is of the essence and we stand ready to be productive partners in the solution.

Sincerely,



Donald R. Duckworth
Executive Director

C: Melrose BID Board of Directors
Council Member Paul Koretz
Council Member Mike Bonin
Council Member Bob Blumenfield
Mid City West Community Council
Greater Wilshire Neighborhood Council
Margaret Taylor, ApexLA
Department of City Planning (HCPU2)
LAUSD Board Member Melvoin
Sunday Trading Post
Melrose Elementary School Principal
Alexander Caiozzo, Streets LA

Melrose BID Businesses Broken Into
Saturday, May 30, 2020

- 1 Spokes N Stuff
- 2 Shoe Palace
- 3 Pearls
- 4 Urban Outfitters
- 5 Yonada
- 6 Starbucks
- 7 Reloaded
- 8 Tony K
- 9 Gooiin Bro's
- 10 Dr Martens
- 11 Ash
- 12 Flash Back
- 13 Laturca
- 14 Weintraub Building
- 15 American Vintage
- 16 Front Row
- 17 Pet Salon
- 18 The Grillest
- 19 Dial Net
- 20 Von Dutch
- 21 CVS
- 22 The Shop
- 23 Smokers Gallery
- 24 American Rebel
- 25 Vivant Aesthetics
- 26 Wasteland
- 27 Essex
- 28 Crossroads
- 29 LA Eyeworks
- 30 Village Idiot
- 31 Subway
- 32 Coffee Attic
- 33 7-Eleven
- 34 Nail Vana
- 35 Round Two
- 36 Japan LA
- 37 Super Rare
- 38 Floyd's Barbershop
- 39 Daisy Nail Salon
- 40 The Parlor

- 41 Frankies
- 42 Layla's
- 43 Altivos
- 44 Stag Hair
- 45 Point Break Poke
- 46 Goddess
- 47 Fratellis
- 48 Nail Bay
- 49 Sunday Morning
- 50 Winchells
- 51 State Farm
- 52 Lucifers Pizza
- 53 M Café
- 54 Chipotle
- 55 Daniel Farasat Building list
- 56 Golden Apple Comics
- 57 Standings Butchery
- 58 Bend
- 59 Holster Burrows
- 60 Pegaso
- 61 California Chicken Café
- 62 6710 vacant building
- 63 Melrose Inc.
- 64 Spacca
- 65 Mozza 2 Go
- 66 Mozza